



Canal Road - Scenic Byway

5

IMPLEMENTATION

The Byway Organization

The Advisory Committee has played a crucial role in the development of this Corridor Management Plan (CMP). To continue this momentum, the involvement of these member organizations should continue into the implementation phase.

As the lead agency for this CMP and the identified scenic byway agency for the District Department of Transportation (DDOT) provides leadership in byway planning and serves as the official applicant for federal funds. But further management and organization is needed. The DC Scenic Byways Program must take steps to further define its long-term management structure and to set up a responsible entity dedicated to the vision and objectives of this plan.



TOC

Another major participant in the byway program should be the DC Office of Planning. This office, through its Neighborhood Planning program, has assigned professional planners to each of the city's Wards. With their constituents, these Neighborhood Planning Coordinators have developed a database of potential projects, many of which may be compatible with this plan. These planners and participating citizens can play an important role in implementing this plan by developing neighborhood improvement projects that are eligible for funding under the National Scenic Byways Program.

The third District agency to be involved in this plan and the DC Byways Program is the Office of the Deputy Mayor for Planning and Economic Development. This office assists the Mayor in the coordination, planning, supervision, and in some cases execution of all programs, policies, proposals, and functions related to economic development in the District of Columbia. The Deputy Mayor serves as a liaison between the Mayor and the business and development communities and other agencies. This office

also works with the Washington DC Marketing Center, a public-private partnership, to market the District to the business and retail community.

Finally, this CMP and the DC Byways Program will be most effective if they are backed by an active partnership of stakeholder agencies, tourism and cultural heritage organizations, and citizen groups. Agencies need to see that this plan is supportive of their own initiatives. Community groups need to perceive this plan as a device to bring about desirable changes such as neighborhood revitalization. All stakeholders need to be able to take "ownership" of the plan.

The Byway Organization should:

- develop a mission statement describing the purpose of the group;
- meet regularly to review the status of implementation projects;
- review goals, add new objectives, and retire completed objectives;
- prepare annual action plans; and
- make recommendations to DDOT for funding applications.

It is important to periodically evaluate the long-term success of the objectives of the CMP. DDOT should develop measurable standards for reviewing the management of the byway, such as the success of the signage program, the marketing efforts, the condition of the roadway, and the availability of funding. The Byway Organization should assist DDOT in conducting periodic reviews of the standards

Recommendations made in this corridor management plan are summarized in the matrix on the following page. Implementation of these measures cannot be scheduled in detail at this time; therefore, these potential actions are categorized as near-term (within one year), mid-range actions (more than one and less than five years), and long-term actions (more than five years).

Corridor Management Plan

Priority Recommendations

The following pages provide a complete list of recommendations, compiled from the Component Plans in Chapter 4. The recommendations include suggestions of agencies that could partner together to accomplish the recommendation, as well as a timeframe for completion of the recommendation: near-term (less than 1 year from adoption of this plan); mid-term (5 to 20 years); or long-term (more than 5 years).

The ten recommendations listed below represent the ‘Priority Recommendations’ from the compiled list, as determined by Advisory Group members and project planners. These priority recommendations should be the focus of initial planning efforts.

- Plant additional trees, increase landscape maintenance, and enhance views through plantings.
- Research and interpret archaeological resources in areas that have experienced limited development, including the area around Fletcher’s Boathouse.
- Connect the Capital Crescent Trail crossing of Canal Road at the rail trestle to the canal towpath.
- Explore design possibilities for a distinctive gateway to the District at the western end of the Canal Road Byway.
- Apply for federal funding to prepare a byway-related tourism, marketing, and promotion plan.
- Adapt the District Byway logo to create a distinctive logo for the Canal Road Scenic Byway; design and install signs (using this distinctive logo) to mark the Byway.
- Develop a comprehensive tour of the historical elements of the Canal Road Scenic Byway.
- Explore means to better enforce vehicle speed limits and institute “traffic calming” measures on Canal Road.
- Conduct a study of the intersection of Foxhall and Canal Road to identify possible traffic flow, signal and alignment improvements.
- Conduct a survey to identify areas where improved - or reduced - street lighting would enhance the roadway.
- Improve signage at the intersection of Canal Road and Foxhall Road and at the intersection of Canal Road and Fletcher’s Boathouse access road.

Acronyms

ANC - Advisory Neighborhood Commission

DDOT - District Department of Transportations

DC HTC - District of Columbia Heritage and Tourism Coalition

DC OP - District of Columbia Office of Planning

DC OP/HPD - District of Columbia Office of Planning/ Historic Preservation Department

FHWA - Federal Highway Administration

ICPRB - Interstate Commission on the Potomac River Basin

NPS - National Park Service

PEPCO - Potomac Electric Power Company

WABA - Washington Area Bicyclists Association

WCTC - Washington Convention and Tourism Coalition

WMATA - Washington Metropolitan Area Transportation Authority

5 Implementation Recommendations Summary

Recommendation	Suggested Partner Agencies	Timeline for Completion
Maintenance & Enhancement Plan		
Plant additional trees, increase landscape maintenance, and enhance views through plantings.	Casey Foundation, NPS, DDOT	Mid-term
Investigate locating a scenic view area on the north side of Canal Road, with access from MacArthur Blvd.	NPS, DDOT	Mid-term
Investigate alternatives to current street lighting along corridor.	NPS, PEPCO	Mid-term
Support protection of riparian areas and wetlands associated with the Potomac River.	NPS, ICPRB	Long-term
Use native vegetation in landscaping and other projects.	NPS, DDOT	Mid-term
Promote removal of invasive, non-native vegetation and replacement with native species.	NPS, DDOT	Mid-term
Support efforts to improve surface water quality and reduce pollution.	NPS, ICPRB	Long-term
Preserve and maintain historic properties.	ANCs, DC OP/HPD	Long-term
Identify and research under-interpreted historic properties; develop interpretive programs.	NPS, DC OP/HPD	Long-term
Support cultural heritage tours of historic venues on or near Canal Road, M Street; link interpretation tours and share signage.	ANCs, DC HTC, DDOT	Mid-term
Research and interpret history of Fletcher’s Boat House/Edes Mill area.	NPS, DC OP/HPD	Mid-term
Investigate feasibility of restoring C&O Canal inclined plan.	NPS, DDOT	Long-term
Research and interpret archaeological resources in areas that have experienced limited development, including the area around Fletcher’s Boat House.	NPS, DC OP/HPD	Mid-term
Support research & interpretation of history/prehistory at the future Georgetown Waterfront Park.	NPS, DC OP/HPD	Near-term
Between Foxhall Road and the Georgetown Reservoir, support the conversion of the trolley right-of way to a multi-purpose trail.	NPS, DC OP, DDOT	Mid-term
Connect the Capital Crescent Trail crossing of Canal Road at the rail trestle to the towpath.	NPS, DDOT or DC Rec Dept	Mid-term
Install pedestrian bridge over Canal Road to connect Battery Kemble Park/Palisades Park Trail to the	NPS, DDOT or DC Rec Dept	Long-term
Enhance connection of Glover Archbold Park to the Capital Crescent Trail using the existing pedestrian underpass. If feasible, relocate the sewer line.	NPS, DDOT or DC Rec Dept	Long-term
Improve vehicular, pedestrian, and bicycle access to Fletcher’s Boat House area.	WABA, DDOT	Mid-term
At the intersection of Canal Road and Foxhall Road, improve pedestrian access to the tow path.	NPS, DDOT or DC Rec Dept	Mid-term
Evaluate the feasibility of a pedestrian footbridge over the canal as part of a new pull-off/scenic view area on Canal Road west of Foxhall Road.	NPS, DDOT or DC Rec Dept	Mid-term
Support development of water recreation at the future Georgetown Waterfront Park.	NPS	Mid-term
Improve access to Glover Archbold and Battery Kemble Parks.	NPS, DDOT or DC Rec Dept	Mid-term
Visitor Experience		
Apply for additional federal funding to prepare an interpretation plan.	DDOT	Near-term

Recommendation	Suggested Partner Agencies	Timeline for Completion
Develop and install interpretive signs.	HTC, DDOT	Mid-term
Conduct a scenic view analysis; identify scenic views and features that detract from the experience.	DDOT	Near-term
Develop materials for visitors that convey the characteristics, with emphasis on historic and natural intrinsic qualities.	DDOT	Mid-term
Support efforts to provide interpretation of the natural resources and geology of the corridor.	NPS, DDOT	Mid-term
Coordinate with information centers to ensure that byway information is readily available; provide links between visitor centers and other key locations in the city; develop tours that originate from the C&O National Historic Park Visitor Center.	DC Chamber of Commerce	Mid-term
Coordinate with the Georgetown Partnership to provide scenic byway information at the Partnership's Visitors Center.	DDOT, NPS, Georgetown Partnership	Mid-term
Design and install interpretive displays and kiosks.	DDOT, NPS	Mid-term
Explore design possibilities for a distinctive gateway to the District on the western end.	DDPT, NPS	Mid-term
Enhance the Georgetown connections to the C&O Canal, including signage, interpretation, and parking.	DDOT, NPS	Mid-term
Study the feasibility of a shuttle between the Georgetown Visitors Center and Fletcher's Boat House.	DDOT, FHWA	Long-term
Investigate the possibility of improving the appearance of the service station at M and 29th Street and adding visitor services.	DDOT	Long-term
Post information on DC's Internet site, explaining attractions, amenities, and safety conditions of the Canal Road Byway.	DDOT	Near-term
Tourism Marketing & Promotion		Near-term
Apply for federal funding to prepare a byway-related tourism, marketing, and promotion plan.	DDOT, DC HTC	Near-term
Obtain additional input on desired levels of tourist activities from appropriate Advisory Neighborhood Commissions and other interested parties.	DDOT, DC HTC	Near-term
Adapt the existing District Byway Program logo to create a distinctive logo that identifies the Canal Road Scenic Byway.	DDOT	Mid-term
Design and install signs that mark the Canal Road Scenic Byway and, where appropriate, indicate direction to the byway.	DDOT	Mid-term
Develop a comprehensive tour of the historical elements of the corridor, especially the many features related to the C&O Canal.	NPS, DC HTC	Mid-term
Publicize the byway and its resources through the efforts of the DC Heritage Tourism Coalition and the Washington, DC Convention and Tourism Corporation.	WCTC, DC HTC	Mid-term
Market the byway to tour group operators, both national and international, particularly those seeking cultural tourism tours.	WCTC	Mid-term
Advertise in magazines specializing in vacation and travel, American history, architecture, and other related subjects.	WCTC	Mid-term
Obtain free press coverage by issuing press releases.	WCTC	Mid-term

Recommendation	Suggested Partner Agencies	Timeline for Completion
Translate existing and proposed brochures into other languages.	WCTC, DCHTC	Near-term
Solicit assistance from the National Scenic Byways Resources Center and attend the SBRC/FHWA biennial national conference.	DDOT	Mid-term
Mention the Canal Road Scenic Byway in heritage trail brochures and other city tourist literature.	WCTC	Mid-term
Promote the byway to diverse ethnic and cultural groups.	WCTC, DC HTC	Mid-term
Support the DC Heritage Tourism Coalition's work on a strategic cultural heritage tourism plan for the city in collaboration with the Washington, DC Convention and Tourism Corporation.	DDOT, WCTC, DC HTC	Mid-term
Identify sites that need work to make them tourist-ready.	DDOT, WCTC	Near-term
Roadway Modifications		
Give priority to maintaining roadway physical components of the byway and streetscape; require timely and high quality construction work; give priority to litter and trash pick-up services.	DDOT	Long-term
Conduct a survey of the Canal Road and M Street corridor to assess parking area locations and capacities to identify possible parking improvements.	DDOT	Mid-term
Explore means to better enforce vehicle speed limits and institute "traffic calming" measures on Canal Road.	DDOT	Mid-term
Conduct a study of the intersection of Foxhall and Canal Road to identify possible traffic flow, signal, and alignment improvements.	DDOT	Mid-term
Examine alternative designs for access/egress at the Abner Cloud House and Fletcher's Boat House.	DDOT	Long-term
Streetscape Treatments		
Develop a streetscape plan for Canal Road with appropriate treatment for byway segments and districts.	DDOT, NPS	Near-term
Conduct a survey of the byway to identify areas where improved – or reduced – street lighting would enhance the roadway.	DDOT, NPS	Near-term
Plant additional street trees along the corridor in parks, green spaces, and walkways. Identify locations where new plantings, either in the ground or in planters, would make the byways and sites more appealing to tourists and local residents.	DDOT, NPS	Near-term
Improve streetscape along M Street in Georgetown as part of a comprehensive plan that considers parking, pedestrian walkways, street trees, and planter boxes.	DDOT, Georgetown Partnership	Near-term
Connect the historic alleys to M Street.	DDOT	Long-term
Multi-Modal Strategy		
Encourage the use of alternative modes of transportation: bike trails, hiking and pedestrian trails.	DDOT, NPS	Mid-term
Provide safe and secure visitor parking.	DDOT, NPS	Mid-term